



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

**CONTRACT**

<u>Contract / Revision</u>	<u>Alt Order #</u>
565813 /	07894142
<u>Product</u>	
OBAMA/P/D SKED A	
<u>Conflict Dates</u>	<u>Estimate #</u>
09/11/12 - 09/17/12	//1536
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/21/12 / 08/21/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WTKR	Jamie Andrus
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8020	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

And:

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
1	3	09/12/12	09/14/12	Let's Make A Deal 9am	9-10am		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$540.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$135.00		
2	3	09/17/12	09/17/12	Let's Make A Deal 9am	9-10am		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$135.00
		Week: 09/17/12	09/23/12	M-----				1	\$135.00		
3	3	09/17/12	09/17/12	Price Is Right	11am-12n		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$210.00
		Week: 09/17/12	09/23/12	M-----				1	\$210.00		
4	3	09/12/12	09/14/12	Price Is Right	11em-12n		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$840.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$210.00		
5	3	09/12/12	09/14/12	Newschannel 3 News	12n-1230pm		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$840.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$210.00		
6	3	09/17/12	09/17/12	Newschannel 3 News	12n-1230pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$210.00
		Week: 09/17/12	09/23/12	M-----				1	\$210.00		
7	3	09/12/12	09/14/12	CBS Daytime	1228-3pm		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$840.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$210.00		
8	3	09/17/12	09/17/12	CBS Daytime	1228-3pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$210.00
		Week: 09/17/12	09/23/12	M-----				1	\$210.00		
9	3	09/17/12	09/17/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$140.00
		Week: 09/17/12	09/23/12	M-----				1	\$140.00		
10	3	09/12/12	09/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$560.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$140.00		
11	3	09/12/12	09/14/12	Newschannel 3 News	6-7am		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		\$520.00
		Week: 09/10/12	09/16/12	--WTF--				4	\$130.00		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

Contract / Revision 565813 /	Alt Order # 07894142
Contract Dates 09/11/12 - 09/17/12	Product DBAMA/P/D SKED A
Advertiser DObama/D/President	Estimate # //1536

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
12 3		09/17/12	09/17/12	Newschannel 3 News	6-7am		:30			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$130.00			
13 3		09/17/12	09/17/12	CBS This Morning	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				2	\$100.00			
E 14 3		09/12/12	09/14/12	CBS This Morning	7-9a		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				6	\$100.00			
15 3		09/15/12	09/15/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	-----S-				1	\$70.00			
16 3		09/16/12	09/16/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	-----S				1	\$200.00			
17 3		09/16/12	09/16/12	Face the Nation	1030-11am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	-----S				1	\$245.00			
E 18 3		09/12/12	09/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				4	\$100.00			
19 3		09/17/12	09/17/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$100.00			
20 3		09/17/12	09/17/12	Newschannel 3 News	5-530pm		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$165.00			
E 21 3		09/12/12	09/14/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				4	\$330.00			
E 22 3		09/12/12	09/14/12	Newschannel 3 News	530-6pm		:30			NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				4	\$155.00			
23 3		09/17/12	09/17/12	Newschannel 3 News	530-6pm		:30			NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$155.00			
24 3		09/17/12	09/17/12	Newschannel 3 News	6-630pm		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$245.00			
E 25 3		09/12/12	09/14/12	Newschannel 3 News	6-630pm		:30			NM	4	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				4	\$245.00			
E 26 3		09/12/12	09/14/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/10/12	09/16/12	--WTF--				4	\$115.00			
27 3		09/17/12	09/17/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 09/17/12	09/23/12	M-----				1	\$115.00			
28 3		09/17/12	09/17/12	Late News (M-F)	11-1135p		:30			NM	1	\$385.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

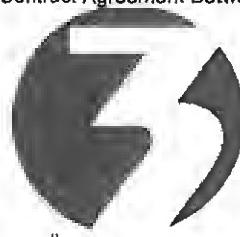
www.wtkr.com

Contract / Revision 565813 /	Alt Order # 07894142
Contract Dates 09/11/12 - 09/17/12	Product OBAMA/P/D SKED A
Advertiser Obama/D/President	Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	M-----				1	\$385.00			
E 29 3		09/12/12	09/14/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	--WTF--				4	\$540.00			
30 3		09/15/12	09/16/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----SS				2	\$260.00			
D 31 3		09/11/12	09/11/12	NCIS	8-9pm		:30			NM	0	\$0.00
D 32 3		09/11/12	09/11/12	Tuesday Prime	9-10pm		:30			NM	0	\$0.00
D 33 3		09/11/12	09/11/12	Tuesday Prime	10-11pm		:30			NM	0	\$0.00
34 3		09/12/12	09/12/12	Wednesday Prime	8-9pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	--W----				1	\$840.00			
35 3		09/12/12	09/12/12	Wednesday Prime	9-10pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	--W----				1	\$980.00			
36 3		09/12/12	09/12/12	Wednesday Prime	10-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	--W----				1	\$700.00			
37 3		09/13/12	09/13/12	Thursday Prime	8-9pm		:30			NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---T---				1	\$910.00			
38 3		09/13/12	09/13/12	Thursday Prime	9-10pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---T---				1	\$980.00			
39 3		09/13/12	09/13/12	Thursday Prime	10-11pm		:30			NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---T---				1	\$910.00			
40 3		09/14/12	09/14/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$830.00			
41 3		09/14/12	09/14/12	Friday Prime	9-10pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$840.00			
42 3		09/14/12	09/14/12	Friday Prime	10-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----F--				1	\$700.00			
43 3		09/15/12	09/15/12	Saturday Prime	8-9pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----S-				1	\$280.00			
44 3		09/15/12	09/15/12	Saturday Prime	9-10pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----S-				1	\$280.00			
45 3		09/15/12	09/15/12	Saturday Prime	10-11pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	----S-				1	\$420.00			
46 3		09/16/12	09/16/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$1,275.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

Contract / Revision 565813 /	Alt Order # 07894142
Contract Dates 09/11/12 - 09/17/12	Product OBAMA/P/D SKED A
Advertiser DObama/D/President	Original Date / Revision 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
47	3	09/16/12	09/16/12	Sunday Prime	8-9pm		:30			NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S					1	\$910.00			
48	3	09/16/12	09/16/12	Sunday Prime	9-10pm		:30			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S					1	\$770.00			
49	3	09/16/12	09/16/12	Sunday Prime	10-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S					1	\$700.00			
50	3	09/15/12	09/15/12	NCAA Football	330-7p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S-					4	\$500.00			
\ 51	3	09/14/12	09/14/12	Friday Prime	8-9pm		:30			NM	1	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	----F--					1	\$885.00			
										Totals	94	\$29,125.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	94	\$29,125.00	\$24,756.25
<b>Totals</b>	<b>94</b>	<b>\$29,125.00</b>	<b>\$24,756.25</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.